



Telecom Customer Retention

Project Deliverable

- Your deliverable will be an R notebook with your solution.

Instructions

MTN Telecom offers mobile and internet services to its customers. These services include phone, multiple lines, internet, online security, online backup, device protection, tech support, and streaming TV and movies. The management would like to get your assistance in understanding the subscribed customers. Your recommendations informed by your analysis will help them make decisions on effective customer retention programs.

We have provided you with the current customer data. Since you will be working towards a descriptive report rather than a predictive one, you decide to think critically about the kind of questions that would help you craft customer retention programs. You then later use the given data set to answer your questions, but before you start, you reading, explore, clean, and analyze your dataset.

The provided customer data set includes information about:

- Customers who left within the last month – the column is called Churn.
- The services that each customer has signed up for – phone, multiple lines, internet, online security, online backup, device protection, tech support, and streaming TV and movies.
- Customer account information – how long they've been a customer, contract, payment method, paperless billing, monthly charges, and total charges.
- The demographic information about customers – gender, age range, and if they have partners and dependents.

Each row represents a customer, and each column contains the customer's attributes described on the column Metadata.

Dataset Url Link: <https://bit.ly/2ZlpzjF>

Hint: You can learn from the following guiding template [[Link](#)] written in Python. It uses some learnings from the CRISP-DM methodology.

Project Source: <https://bit.ly/2BMFrnk>